

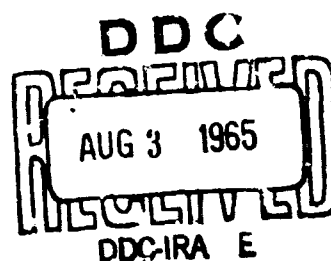
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PSYCHOLOGICAL OPERATIONS BIBLIOGRAPHY Supplement No. 5

by
Gail Owens



February 1965
Research Memorandum 65-4

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THE AMERICAN UNIVERSITY
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ABSTRACTS

PART ONE: FUNDAMENTAL ELEMENTS OF PSYCHOLOGICAL OPERATIONS

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1. Foster, Robert J. HUMAN FACTORS IN CIVIC ACTION: A Selected Annotated Bibliography. Washington, D.C.: George Washington Univ., Human Resources Research Office, 1963. iii, 91pp. Ind. NWC-2 7161.F81. Designed to facilitate training of U.S. personnel, this bibliography covers problems ranging from top-level policy to grass-roots technical assistance.
2. U.S. Dept. of State. External Research Staff. A BACKGROUND READING LIST ON PSYCHOLOGICAL OPERATIONS WITH SPECIAL EMPHASIS ON COMMUNIST CHINA. Wash., D.C.: State, 1964. ii, 26pp. Contains 206 citations, some annotated, including bibliographies, books, pamphlets, periodical articles, and dissertations. Most items published in the 1950's.

Background

Communications Studies, Psyops Theory, Definitions

3. Cacloppo, Anthony J. A SYSTEMATIC THEORY FOR PSYCHOLOGICAL WARFARE. Akron, Ohio: Goodyear Aircraft, 1960. ii, 39pp. Bibl., figures. Using the methodology of physics, physiology and mathematics and knowledge from the behavioral sciences, the author attempts to develop principles and definitions which can be applied to unique situations.

Entries 4-6

4. Schwarz, Fred[erick] [Charles]. YOU CAN TRUST THE COMMUNISTS. Englewood Cliffs, N.J.: Prentice-Hall, [c. 1960]. 187pp. Ind. LC-HX56.S37. The theoretical and organizational makeup of the Communist world is broadly examined in an effort to prove that the Communists can be trusted to be Communists. Propaganda and manipulative tactics are touched on.
5. U.S. Air Force. COLD WAR STRATEGY: The Nature and Dimensions of Psychological Conflict. Ellington AFB, Texas: USAF June, 1962. 74pp. Bibl., figure. Maxwell AFB-M-41620-NC. The nature of the Communist psywar threat, the role of psywar in U.S. policy, and theoretical concepts of psywar are analyzed.

See also item 8.

Audience Information, Target References

See items 6, 12, 17, 29.

Psyops Organization and Personnel

Government and Civilian Organizations

6. Raffaele, J.A. "United States Propaganda Abroad: Notes on the U.S.I.S. in Italy," SOCIAL RESEARCH, 27 (1960), 277-94. LC-H1.S53. Based largely on a 1958 field investigation of attitudes held by people in major professions, labor and politics, this critical evaluation of USIS persuasion approaches also reveals much about Italian audiences.

See also items 9, 11-12, 17

Personnel: Qualifications, Recruitment, Training

7. Osanka, Franklin Mark. "Historical Procedures of Recruiting Guerillas." AUSTRALIAN ARMY JOURNAL, 185 (Oct 1964), 8-14. A few specifics are given on the use of persuasion as a recruitment approach superior to paid or forced procedures.

See also item 17.

Psycho-Political Warfare

Government Policy and Policy and Strategy

8. Blackstock, Paul W. THE STRATEGY OF SUBVERSION: Manipulating the Politics of Other Nations. Chicago: Quadrangle, 1964. 351pp. Notes, ind. A former U.S. intelligence specialist analyzes the complex problems and dangers inherent in the policy management and control of programmed subversion. See chs 3, 5, 6, 11 for role of persuasion and psywar.
9. Meyerhoff, Arthur E. THE STRATEGY OF PERSUASION: The Use of Advertising Skills in Fighting the Cold War. New York: Coward-McCann, 1965. 191 pp. Ill., bibl. The author, an advertising executive since 1929, gives a blunt critique of USIA persuasion strategy and operations, comparing them to the USSR's. He outlines his ideas for basic revisions.
10. Overstreet, Harry and Bonaro. THE WAR CALLED PEACE: Khrushchev's Communism. New York: Norton, [c. 1961]. 368pp. Bibl., notes, ind. LC-DK274.08. This author team explores the aims and tactics of the Kremlin since Khrushchev and the implementation of the co-existence policy. The press, exchange programs, brainwashing, the U.N. are dealt with.

11. Rubin, Bernard. "Propaganda and Ideological Conflicts 1917-1945: The Need for Psychological Peacefare," CONTEMPORARY REVIEW, 200 (Dec 1961), 630-36; 201 (Feb 1962), 92-98; 201 (Apr 1962), 183-89. LC-AP4.C7. The evolution in British and U.S. policy regarding organized psywar and the growth of psywar agencies since WWI are reviewed.

12. Weems, Miner L. THE PROPAGANDA STRUGGLE IN THE MIDDLE EAST 1955-1958: A Comparative Study of the Role of Propaganda as a Legitimate Tool of Government in the Cold War. Unpub. Ph.D. dissertation. Washington, D.C.: Georgetown Univ. 1961. ix, 351pp. Maps, bibl., app., tables. GU thesis 2097. In psywar, the U.S. runs a poor third to the USSR and the UAR.

See also items 5, 6, 17, 23-24.

Diplomatic, Cultural, Educational, Economic Tactics

13. Griffiths, Sir Percival. "Political and Economic Conditions in South Asia," ROYAL CENTRAL ASIAN JOURNAL, 51 (July/Oct 1964), 214-27. One paragraph refers to propaganda effectiveness of USSR concentration on one or two large aid projects (as in India) which have popular impact, while U.S. aid is widespread, diversified and less obvious.
14. Lee, Joseph J. "Communist China's Latin American Policy," ASIAN SURVEY, 4 (Nov 1964), 1123-34. This general review of China's strategy includes a survey of the 1950-1960 efforts at political penetration by extensive cultural relations.

15. Spanier, John W. and Joseph L. Noguee. THE POLITICS OF DISARMAMENT: A Study in Soviet-American Gamemanship. New York: Praeger, 1962. ix, 226pp. Bibl., notes, ind. USIA-JX1974.S64. In tracing the negotiations from 1946 to the 17-nation 1962 meetings, the authors expose sets of propaganda purposes and a strategy of psychological warfare.
16. U.S. Congress. Senate. Committee on the Judiciary. 86th Cong., 2d Sess. THE UNITED STATES THROUGH THE EYES OF SOVIET TOURISTS: An Analysis of Their Published Reports. Washington, D.C.: GPO, 1960. 35pp. Ill. LC-E169.I.U7115. Photographs and excerpts from articles on the U.S., intended for Soviet consumption, give a highly distorted image of America.

See also items 9-10, 12, 17, 23.

Military Psychological Operations

Strategy

17. Buchbaum, John H. "German Psychological Warfare on the Eastern Front, 1941-1945," Unpub. Ph.D. dissertation, Georgetown Univ., 1960. viii, 410pp. Bibl., app. In a thorough analysis of captured documents, the reasons for ultimate failure of German psywar operations are traced. Originally researched for Chief of Military History, U.S. Army.
18. Sewall, John K. "Vietnam 'Chieu Hoi' Program Offers Way Home for Returnees," FRONT LINES, 11 (Oct 30, 1964), 1, 11. AID. An AID Information Officer discusses the "open arms" policy directed to defecting Viet Cong and appraises the effectiveness of this enticement strategy which is based on the Philippine experience of 1946-54.

19. "Viet Cong Step Up Guerrilla Warfare," COMMUNIST AFFAIRS, 2 (Sept-Oct, 1964), 11-12. The strategy used by the Viet Cong is increasingly psychological rather than military. This article spells out the lessons to be learned from the psychological victory won by the VC attack on Bien Hoa airbase, Nov 1964.

Tactics

20. Kapstein, Jonathan. "Vietnam: In the French Footsteps," THE NATION, 199 (Dec 21, 1964), 479-82. Ill. A journalist for THE HOUSTON CHRONICLE in Vietnam warns of impending U.S. defeat in the same way as that of the French. He points out military and political mistakes and explains how the VC are using primarily psychological weapons now.
21. Sanders, Ralph. CHANGING PATTERNS OF COMMUNIST INSURGENCY. Washington, D.C.: Industrial College of the Armed Forces, 1963. 19pp. A short discussion of Communist tactics vis-a-vis the peasants evaluates in general Viet Cong psywar and points up the effectiveness of psywar agents of the Viet Cong who live among the people. See pp. 17-18.

See also 1, 11, 17

Psychops Techniques

Manipulate Methods, Approaches, Devices

22. Noguee, Joseph L. "Propaganda and Negotiation: The Case of the Ten-Nation Disarmament Committee," JOURNAL OF CONFLICT RESOLUTION, 7 (Sept 1963), 510-21. USIA. The author examines verbatim passages from the Mar 15-June 17, 1960, record to illustrate some of the many tactics used in disarmament negotiations for strictly propaganda purposes.

23. Scalapino, Robert A. ON THE TRAIL OF CHOU EN-LAI IN AFRICA. Santa Monica: RAND, 1964. 23pp. A Chinese affairs expert presents first-hand observations on Chou's political strategy and propaganda themes during his 1963-64 tour. Psychological approaches of both Chinese and Soviet exhibitions in Mali are given specific consideration.

See also items 5-9, 12, 15-18, 25, 28-30.

Themes, Slogans, Appeals, Symbols

24. Herman, Donald Louis. "The Comintern and the Development of Communism in Mexico." Unpub. Ph.D. dissertation, Univ of Michigan, 1964. vi, 327pp. Bibl., app., tables. Microfilm. In chs 2, 5, and 6 the author deals with the major Communist lines and propaganda slogans used during the development of communism in Mexico, 1919-1945.

25. Pakhman, L. "Israel: Poisonous 'Gifts'," CURRENT DIGEST OF THE SOVIET PRESS, 16 (Sept 30, 1964), 17-18. A virulent castigation by the Communist press of Zionist propaganda methods in the USSR points up the character of Soviet anti-Jewish propaganda.
 26. "Rhodesian Drive to Frighten Africans," THE (Manchester) GUARDIAN, (Dec 2, 1964), 20. This paper's correspondent reports a propaganda campaign being conducted in the remotest parts of rural Rhodesia, via loudspeakers and films, aimed at discrediting African nationalists and paving the way for white independence.
 27. The Chuong. "South Vietnam: Liberation Army Develops Artistic Movement," FBIS DAILY REPORT: Far East, (Nov 18, 1964), kkk 2-3. A monitored radio report on the joys and satisfactions of literary and artistic training in N. Vietnam's People's Liberation Army is a good example of the north's appeals to South Vietnamese.
- See also items 6, 10-12, 15-17, 22-23, 31.

Counterpropaganda

See item 17.

Mass Indoctrination

28. Barnett, A. Doak. COMMUNIST CHINA: The Early Years, 1949-55. New York: Praeger, 1964. xiv, 336pp. USIA-D:777.55.824. In chs 6-10 the author, from his observation point in Hong Kong, describes the distinctive features of Chinese indoctrination methods and internal propaganda operations. Details are given on film and press media.

Media

Printed Matter: Newspapers, Books, Leaflets, Billboards

29. Fejto, Francois. "Slick-Paper Revolution," ATLAS, 8 (Nov 1964), 226-32. Ill. This article focuses on Peking's man in France, Jacques Verges, and his monthly propaganda publication, REVOLUTION. The magazine's appeals, popularity and targets are discussed by a Hungarian-born journalist for Agence France Presse.

See also items 9-10, 12, 17, 23, 28, 31.

Radio, T.V., Loudspeakers

See items 12, 17, 26-27, 31.

Films

See items 12, 17, 26, 28.

Informal Media: Word-of-Mouth, Front Organizations, Rumors, Lectures, etc.

30. Teng Yen-pin. "'Correspondents' Lead Infiltration, 'Ambassadors' Do the Subversion," FREE CHINA WEEKLY, 2 (Nov 22, 1964), 3. In an interview with a recent defector from Red China's Burundi embassy, patterns of Communist persuasion tactics and subversion in the Congo were exposed.

See also items, 9, 12, 17, 21.

Psyops Analysis

Evaluations

31. de Jong, L. "The Dutch Resistance Movement and the Allies 1940-1945," in EUROPEAN RESISTANCE MOVEMENTS 1939-1945. New York: Macmillan, 1964. Pp. 340-65. LC-D802.A2I63. See pp. 345, 358-60 for references to the effectiveness of Nazi propaganda, the Allied "V" symbol, and British broadcast and leaflet activity.

See also items 6, 12-13, 17-21, 33.

Recommendations

32. Kennedy, Robert F. JUST FRIENDS AND BRAVE ENEMIES. New York: Harper, [c. 1962]. xi, 211pp. ILL., ind. LC-E841 .K46. The U.S. Atty. Gen. recalls popular reactions to his 1962 visits in Indonesia, Japan and W. Germany. He calls for expansion of our information channels to counter gross misconceptions of the U.S. and Communist propaganda.
33. U.S. Congress. House. Committee on Un-American Activities. 87th Cong., 2d Sess. COMMUNIST PROPAGANDA--AND THE TRUTH--ABOUT CONDITIONS IN SOVIET RUSSIA. Washington, D.C.: GPO, 1962. 48pp. Ind. LC-DK276.U46. A U.S. defector to the USSR for only 5 days stresses the need to educate our own people to counter Communist propaganda in the U.S.

See also items 6, 9.

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LIBRARY ABBREVIATIONS USED

Army Library AL
Central Intelligence Agency Library CIA
Department of Commerce Library CL
Department of Labor Library. LL
Department of State Library State
District of Colombia Public Library DCPL
Library of Congress LC
Military Assistance Institute MAI
United States Information Agency Library . . USIA

(When no library call number follows the citation,
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OTHER ABBREVIATIONS

Broadcasting and Visual Activities,
Pacific BAVPAC

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